

Entrepreneurship and Entrepreneurial Intention in Chinese Undergraduates: A Moderated Mediation Model Analysis

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ABSTRACT: This study aims to explore how entrepreneurial self-efficacy mediates the relationship between entrepreneurship and Entrepreneurial Intention, and how perceived social support modulates this mediating effect, in order to elucidate the underlying psychological mechanisms and provide inspiration for improving Entrepreneurial Intention of this group. This study adopts a cross-sectional research design to sample undergraduate students from four Chinese provinces through the questionnaire survey platform "Questionnaire Star". The questionnaire covered four variables: Entrepreneurship, entrepreneurial self-efficacy, Entrepreneurial Intention and perceived social support, and finally obtained 1072 valid questionnaires. The method of moderated mediation analysis was employed to explore the interactive relationships among the variables. The analysis showed that Entrepreneurship significantly predicted entrepreneurial self-efficacy and Entrepreneurial Intention. Entrepreneurial self-efficacy has a positive predictive effect on Entrepreneurial Intention. Studies have confirmed that entrepreneurial self-efficacy plays a mediating role in the relationship between Entrepreneurship and Entrepreneurial Intention. In addition, perceived social support moderated the relationship between entrepreneurship and Entrepreneurial Intention, and a protective effect was observed when the level of perceived social support was higher. This study successfully validated the moderation mediation model, indicating that perceived social support can reinforce the positive impact of entrepreneurship on entrepreneurial intention in the context of entrepreneurship.

KEYWORDS: Undergraduates; Perceived social support; Entrepreneurship; Entrepreneurial self-efficacy; Entrepreneurial Intention

I. INTRODUCTION

In the face of the growing trend of the global economy, Entrepreneurship plays an important role in promoting socio-economic development, creating jobs, and solving social unemployment and poverty problems¹. Entrepreneurship is considered one of the best economic development strategies to promote national economic growth and maintain national competitiveness². At the same time, undergraduates are considered an entrepreneurial force that cannot be ignored³. Entrepreneurial Intention is essential to entrepreneurial behavior, and strong Entrepreneurial Intention is the starting point of the entrepreneurial process and a prerequisite for entrepreneurial Entrepreneurship⁴. As highly skilled human resources trained by the state, undergraduates are expected to become the main force of Entrepreneurship in the future by cultivating creativity. Studies have shown that factors such as Entrepreneurship, entrepreneurial self-efficacy, and perceived social support will significantly affect undergraduates' Entrepreneurial Intention^{5,6,7}. The true essence of Entrepreneurship is to be innovative and disruptive, a process of integrating unique resources and seeking opportunities to create value^{8,9,10}. Based on this background and purpose, research on the relationship between Entrepreneurship and Entrepreneurial Intention is being actively carried out around the world^{11,12,13}. Therefore, it is necessary to delve into the relationship between Entrepreneurship and Entrepreneurial Intention among Chinese undergraduates and reveal its potential mechanism. This study aims to provide a theoretical basis for formulating strategies to improve the potential positive impact of Entrepreneurship on Entrepreneurial Intention, deepen the understanding of the formation mechanism of Entrepreneurial Intention among undergraduates, and provide a basis for innovation and Entrepreneurship education in colleges.

Theoretical research related to Entrepreneurial Intention can be traced back to theories related to individual behavioral characteristics such as cognitive behavioral theory, social cognitive theory, and cognitive psychology in psychology¹⁴. Entrepreneurial Intention is an intentional and well-planned entrepreneurial action that is the basis of planned action

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theory¹⁵. Entrepreneurial Intention is usually the potential for self-employment in the future^{16,17,18}. At the same time, Entrepreneurial Intention is also the internal driving force of Entrepreneurship, and the level of Entrepreneurial Intention reflects the degree of personal tendency to start a business¹⁹.

The true essence of Entrepreneurship is to be innovative and disruptive⁸. In terms of content, Entrepreneurship includes the spirit of innovation, adventure, and enterprising, and is also a combination of autonomy, innovation, risk-taking, foresight, and competitive aggression^{20,21,22}. Individuals with strong Entrepreneurship usually exhibit risk-taking, innovative, and enterprising traits that motivate their willingness to act^{5,6}. All of these provide theoretical support for the relationship between Entrepreneurship and undergraduates' Entrepreneurial Intention.

Based on the combination of Entrepreneurial self-efficacy theory and entrepreneurial research, researchers have found that entrepreneurial self-efficacy as a kind of confidence or belief will affect entrepreneurs to have greater confidence to succeed in the face of tasks and entrepreneurial activities, and is the driving force for entrepreneurial action^{23,24}. Individuals with high entrepreneurial self-efficacy are more confident in implementing entrepreneurial actions²⁵. Urban²⁶ pointed out in a study of South Asian entrepreneurs that entrepreneurial self-efficacy can better reflect individual Entrepreneurial Intentions than cultural values, so as to better evaluate the entrepreneurial actions of individual entrepreneurs. Liñán and Chen²⁷ believe that entrepreneurial self-efficacy is the strength of an individual's belief that they have the ability to successfully play the role of an entrepreneur and complete various entrepreneurial tasks. And entrepreneurial self-efficacy is developed as a single dimension of measurement tools. Therefore, entrepreneurial self-efficacy has attracted widespread attention from scholars, and entrepreneurial self-efficacy has been studied as an important independent variable or mediating variable in the entrepreneurial process^{28,29}.

Maslow's hierarchy of needs points out that human beings have basic needs that can only be satisfied through interaction with others, including interest, love, approval, acceptance, understanding and help³⁰, and the positive resources that these needs can obtain through social interaction are social support^{31,32}. Social support in its broadest sense refers to a variety of resources received from others, including various forms of help and support from family members, friends, neighbors, and others associated with the individual's surroundings^{33,34}. Perceived social support is usually considered to be the individual's perceived attention or assistance from the outside world³⁵. Zimet et al.³⁶ believe that perceived social support is the sense of support that individuals receive from the outside world, which is conducive to their physical and mental health development. Brissette et al.³⁷ also recognise the positive significance of perceived social support for individuals' physical and mental health, but emphasise that subjective support is more important than objective social support.

According to the Theory of Planned Behaviour, the formation and enhancement of behavioural intentions are key to promoting individuals to exhibit actual behaviour¹⁵. In the process of Entrepreneurship influencing entrepreneurial preparatory behaviour, Entrepreneurial Intention may play an important bridging role¹⁷. Research has found that Entrepreneurship is an important factor in promoting the formation of Entrepreneurial Intention³⁸. In a cross-cultural study involving undergraduates from China, Finland, Russia, and the United States, researchers found that individuals with stronger tendencies of Entrepreneurship exhibited higher levels of Entrepreneurial Intention, and this result did not vary across cultures³⁹.

The purpose of this study is to determine the levels of Entrepreneurship, entrepreneurial self-efficacy, Entrepreneurial Intention, and perceived social support among undergraduates in China. It also aims to determine whether Entrepreneurship enhances Entrepreneurial Intention and entrepreneurial self-efficacy, whether entrepreneurial self-efficacy enhances Entrepreneurial Intention, whether entrepreneurial self-efficacy plays a mediating role in influencing Entrepreneurial Intention, and whether perceived social support plays a moderating role in the influence of Entrepreneurship on Entrepreneurial Intention and entrepreneurial self-efficacy.

Based on the literature review, three hypotheses were formulated for this study:

This study investigated the mediating role of entrepreneurial self-efficacy and the moderating role of perceived social support between Entrepreneurship and Entrepreneurial Intention among undergraduate students. Based on the literature review, three hypotheses were formulated for this study:

H1: Entrepreneurship is positively related to Entrepreneurial Intention.

H2: Entrepreneurial self-efficacy mediates the relationship between Entrepreneurship and Entrepreneurial Intention. Additionally, Entrepreneurship is positively related to entrepreneurial self-efficacy, which, in turn, is positively related to Entrepreneurial Intention.

H3: perceived social support moderates the relationship between entrepreneurial self-efficacy and Entrepreneurial Intention.

Based on the above theoretical considerations and hypothetical deductions, this study proposes the conceptual model shown in Figure 1.

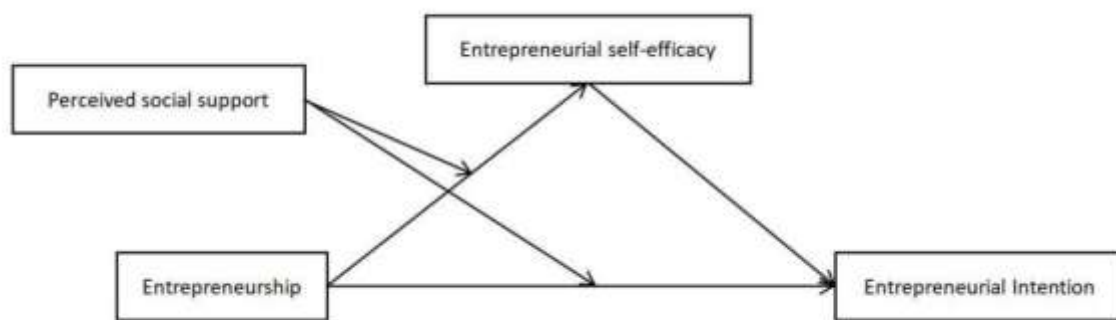


Figure 1 The conceptual model

II. METHOD

A. Participants and procedures

A convenience sampling method was employed in the current study. To reduce potential selection bias and enhance sample diversity, several targeted strategies were implemented during the recruitment process. First, three universities in Henan Province were purposively selected to represent varying educational tiers: (a) “Double First-Class” institutions, (b) provincial key universities, and (c) local colleges, thereby ensuring diversity in both academic resources and student backgrounds. Second, Stratify by grade, and sample 300 undergraduates from each grade. Within each stratum, conduct simple random sampling. Class supervisors then randomly invited participants from each stratum, ensuring proportional representation across subgroups. These measures were taken to minimize the limitations inherent in convenience sampling and to enhance the reliability and generalizability of the study findings. These measures were taken to reduce the selection bias caused by the convenience sampling method and ensure the reliability and applicability of the study results. The data were collected via the Wenjuanxing platform between May 15 and June 5, 2025. Participants took approximately 10 minutes to complete the questionnaire. A total of 1200 responses were initially obtained. After excluding participants with regular response patterns and abnormal response times, 1072 (524 male, 548 female) valid questionnaires were retained for analysis, yielding an effective response rate was 89.33%. Table 1 shows the demographic characteristics of the participants.

B. Measures

1. Demographic characteristics

This study’s demographic characteristics included gender, grades, participated in innovation and entrepreneurship courses, and major. Gender was set as dummy variables (male = 1, female = 2). Grade level (including freshman, sophomore, junior, and senior) was captured with a single-choice question. Participated in innovation and entrepreneurship courses (yes or no) and major (including humanities, science and engineering, social sciences, Art and sports, and others) were incorporated to comprehensively understand the participants’ background characteristics relevant to the research. Previous research has shown that gender, major and academic year are closely related to college students’ Entrepreneurial Intention^{40,41,42}. To avoid the influence of control variables such as gender, major, and academic year, these factors were controlled in subsequent analyses.

Table 1. Demographic characteristics of the participants (n = 1072)

Variables	N	%
Gender		
Male	524	48.9
Female	548	51.1
Grade level		
Freshman	210	19.6
Sophomore	377	35.2
Junior	313	29.2
Senior	172	16.0
Major		

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Humanities	218	20.3
Science and engineering	191	17.8
Social sciences	230	21.5
Art and sports	198	18.5
Others	235	21.9

2. Entrepreneurship

Based on Covin and Wales⁴³ Entrepreneurial Orientation Scale, the questionnaire contains 15 items, ranging from “completely disagree” scored as 1 point to “completely agree” scored as 5 points. The higher the score, the more evident the entrepreneurship. Cronbach’s α in this study was 0.896.

3. Entrepreneurial Intention

Entrepreneurial Intention was assessed using a mature scale developed by Chen et al.⁴⁴. The scale uses a 5-point Likert scale scoring method, consisting of a single dimension with a total of 5 items, ranging from 1 to 5. Higher scores indicate a stronger Entrepreneurial Intention. Cronbach's α in this study was 0.874.

4. Entrepreneurial self-efficacy

The Entrepreneurial Self-Efficacy Scale is a well-established scale developed by Liñán and Chen²⁷ and widely used in academia. The scale consists of a single dimension with a total of 6 items. It adopts a 5-point Likert scale scoring method, ranging from 1 to 5. Higher scores indicate a stronger Entrepreneurial self-efficacy. Cronbach's α in this study was 0.933.

5. Perceived social support

The perceived social support Scale developed by Zimet et al⁴⁵ was adopted. This scale includes three dimensions - family support, friend support, and other support - with a total of 12 items. It adopts a 5-point Likert scale scoring method, ranging from 1 to 5. Higher scores indicate a stronger Perceived social support. Cronbach's α in this study was 0.940.

C. Data analyses

This study employed descriptive statistical analysis and correlation analysis using SPSS 27.0, with no missing values in the data. Common method bias testing was employed to assess the quality and reliability of the research data and eliminate artificial covariance between variables that may arise from using the same method or source to collect data, thereby ensuring the accuracy and objectivity of the research findings. Subsequently, Pearson's correlation analysis was employed to explore the correlation between the study variables, and a mediation and moderated mediation model was then implemented using the PROCESS macro (Model 14) for SPSS version 3.4. We first examined the mediating role of entrepreneurial self-efficacy in the association between Entrepreneurship with Entrepreneurial Intention and then examined the moderating effect of perceived social support.

III. RESULTS

A. Control and testing of common method bias

Given that all data were self-reported by participants, the Harman single-factor test was used to examine common method bias⁴⁶. The test results showed that a total of seven common factor eigenvalues were greater than 1, with the first factor variance interpretation rate was 31.99%, which did not exceed the critical standard of 40%, indicating no serious common method bias.

B. Descriptive statistics and correlation analysis

As shown in Table 2, entrepreneurship was positively correlated with entrepreneurial self-efficacy ($r=.430$, $p<.01$) and entrepreneurial Intention ($r=.529$, $p<.01$) and perceived social support ($r=.389$, $p<.01$). Entrepreneurial self-efficacy was positively correlated with entrepreneurial intention ($r=.682$, $p<.01$) and positively correlated with perceived social support ($r=.281$, $p<.01$). Entrepreneurial Intention was positively correlated with perceived social support ($r=.257$, $p<.01$).

Table 2. Correlations among the variables.

Variables	M	SD	1	2	3	4
1. Entrepreneurship	3.63	0.51	1			
2. Entrepreneurial self-efficacy	2.55	0.74	.430**	1		
3. Entrepreneurial Intention	2.99	0.69	.529**	.682**	1	
4. Perceived social support	3.68	0.67	.389**	.281**	.257**	1

EN, Entrepreneurship; ES, Entrepreneurial self-efficacy; EI, Entrepreneurial Intention, PSS, Perceived social support. ** $p<.01$ (two-tailed).

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C. The relationship between Entrepreneurship and Entrepreneurial Intention: a moderated mediation model test

Firstly, the Model 4 in the SPSS macro compiled by Hayes⁴⁷ (Model 4 is a simple mediation model) is used to test the mediating effect of entrepreneurial self-efficacy on the relationship between Entrepreneurship and Entrepreneurial Intention under the control of gender, major, and grade. The results (see Tables 3 and 4) showed that Entrepreneurship had a significant predictive effect on Entrepreneurial Intention ($B=0.73$, $t=20.76$, $p<0.01$), and the direct predictive effect of Entrepreneurship on Entrepreneurial Intention was still significant when the mediating variables were added ($B=0.41$, $t=12.89$, $p<0.01$). Entrepreneurship had a significant positive predictive effect on entrepreneurial self-efficacy ($B=0.63$, $t=15.55$, $p<0.01$), and entrepreneurial self-efficacy also had a significant positive predictive effect on Entrepreneurial Intention ($B=0.51$, $t=23.28$, $p<0.01$). In addition, the upper and lower limits of the bootstrap 95% confidence interval of the direct effect of Entrepreneurship on Entrepreneurial Intention and the mediating effect of entrepreneurial self-efficacy do not include 0 (see Table 3), indicating that Entrepreneurship can not only directly predict Entrepreneurial Intention, but also predict Entrepreneurial Intention through the mediating effect of entrepreneurial self-efficacy. The direct effect (0.41) and mediation effect (0.32) accounted for 56.16% and 43.84% of the total effect (0.73), respectively.

Secondly, the Model 8 in the SPSS macro compiled by Hayes⁴⁷ (Model 8 assumes that the first half and direct path of the mediation model are moderated, which is consistent with the theoretical model of this study), and the moderated mediation model is tested under the condition of controlling for gender, major, and grade. The results (see Tables 5 and 6) show that the product of Entrepreneurship and social support has a significant predictive effect on Entrepreneurial Intention after putting the social support of understanding into the model ($B=0.12$, $t=3.84$, $p<0.01$); The product of Entrepreneurship and social support had no significant predictive effect on entrepreneurial self-efficacy ($B=0.05$, $t=1.16$, $p>0.05$). It shows that social support can play a moderating role in the direct prediction of Entrepreneurial Intention by Entrepreneurship, but it cannot regulate the predictive effect of Entrepreneurship on entrepreneurial self-efficacy. A simple slope analysis graph is shown in Figure 2 and 3.

Table 3 Mediation model test of entrepreneurial self-efficacy

Regression equation(N=1072)		Fit the indicator			Coefficient significance	
Outcome variables	Predictors	R	R ²	F	B	t
Entrepreneurial Intention		0.55	0.31	118.70**		
	gender				-0.07	-1.97*
	major				-0.05	-3.68**
	grade				0.10	5.44**
	Entrepreneurship				0.73	20.76**
Entrepreneurial self-efficacy		0.45	0.21	69.31**		
	gender				-0.10	-2.78**
	major				0.04	-2.49*
	grade				0.09	3.99**
	Entrepreneurship				0.63	15.69**
Entrepreneurial Intention		0.74	0.54	251.49**		
	gender				-0.02	-0.64
	major				-0.03	-2.53*
	grade				0.06	3.81**
	entrepreneurial self-efficacy				0.51	23.28**
	Entrepreneurship				0.41	12.89**

注:* $p<0.05$, ** $p<0.01$

Table 4 Decomposition table of total effect, direct effect and indirect effect

	Effect	Boot SE	Boot LLCI	Boot ULCI	相对效应值
total effect	0.73	0.04	0.66	0.80	
direct effect	0.41	0.03	0.35	0.47	56.16%
indirect effect	0.32	0.03	0.26	0.38	43.84%

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Table 5 Mediated model tests with moderation

Regression equation(N =1072)		Fit the indicator			Coefficient significance	
Outcome variables	Predictors	R	R2	F	B	t
Entrepreneurial self-efficacy		0.48	0.23	52.10**		
	gender				-0.10	-2.50*
	major				-0.04	-2.94**
	grade				0.10	4.54**
	Entrepreneurship				0.55	12.71**
	perceived social support				0.17	5.23**
	Entrepreneurship×perceived social support				0.05	1.16
Entrepreneurial Intention		0.74	0.55	183.88**		
	gender				-0.01	-0.43
	major				-0.02	-2.33*
	grade				0.06	3.60**
	entrepreneurial self-efficacy				0.50	22.98**
	Entrepreneurship				0.41	12.54**
	perceived social support				0.00	0.09
	Entrepreneurship×perceived social support				0.12	3.84**

Table 6 Direct and indirect effects at different levels of perceived social support

	Perceived social support	Effect value	Boot SE	Boot LLCI	Boot ULCI
direct effect	3.01	0.34	0.04	0.26	0.41
	3.68	0.41	0.03	0.35	0.48
	4.36	0.49	0.04	0.42	0.57
indirect effect	3.01	0.26	0.03	0.20	0.32
	3.68	0.28	0.03	0.22	0.33
	4.36	0.29	0.04	0.22	0.37

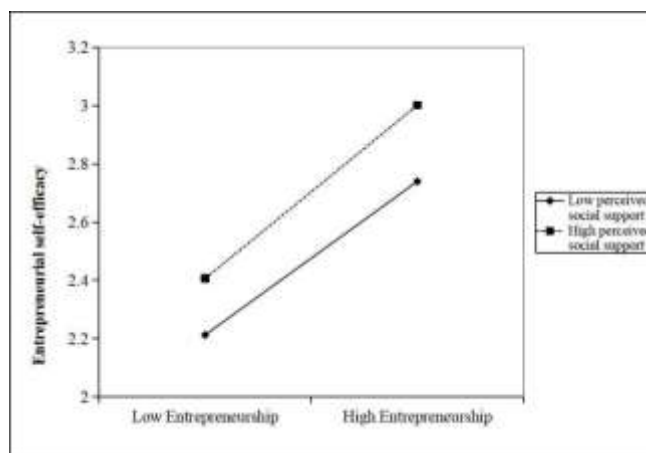


FIGURE 2 Moderated effect of perceived social support in the relationship between entrepreneurship and entrepreneurial self-efficacy

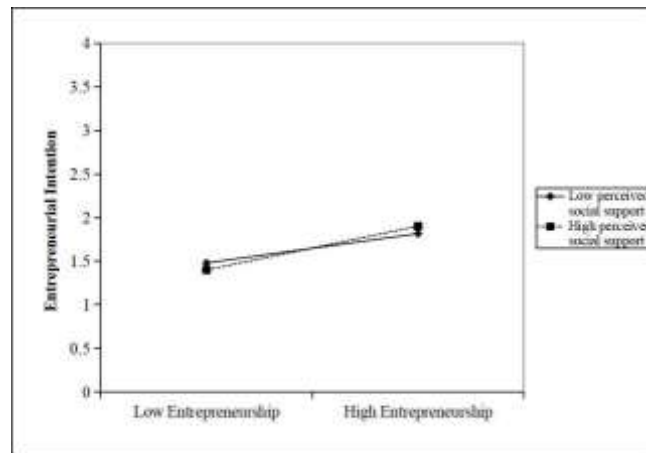


FIGURE 3 Moderated effect of perceived social support in the relationship between entrepreneurship and Entrepreneurial Intention

IV.DISCUSSION

Entrepreneurship is a key driver of economic growth, and Entrepreneurship is the source of business creation and the driving force behind fostering innovative growth^{48,49}. This study aims to comprehensively explore the relationship between Entrepreneurship and undergraduates' Entrepreneurial Intentions. The study further examines the mediating effect of entrepreneurial self-efficacy—a factor assumed to play a key bridging role in the relationship between Entrepreneurship and Entrepreneurial Intentions. Additionally, by analysing the moderating effect of perceived social support, the study reveals its influence on the nature and strength of the relationship. The research findings provide new insights into the underlying psychological and cognitive mechanisms linking Entrepreneurship and Entrepreneurial Intention. These discoveries will guide the development of more effective measures to enhance Entrepreneurial Intention, identify issues in China's higher education innovation and Entrepreneurship education process, and provide decision-making support and practical evidence for reforms in higher education innovation and Entrepreneurship education.

A. Entrepreneurship and Entrepreneurial Intention

There is a significant positive correlation between Entrepreneurship and Entrepreneurial Intentions. Undergraduates constitute an important segment of the entrepreneurial population. Possessing Entrepreneurship can directly promote Entrepreneurial Intentions among this group, a finding consistent with research conclusions regarding other groups such as married women and migrant workers^{50,51}. Specifically, undergraduates with higher levels of innovative spirit, risk-taking ability, and proactive attitude often exhibit stronger Entrepreneurial Intention⁵². This may be because Entrepreneurship enhances their ability to identify market opportunities⁵³. Therefore, encouraging Entrepreneurship education in universities to include the cultivation of Entrepreneurship will help to enhance undergraduates' Entrepreneurial Intention.

B. The Mediating Role of Entrepreneurial Self-Efficacy

The research findings indicate that Entrepreneurial Intention is positively correlated with Entrepreneurship and entrepreneurial self-efficacy, and that entrepreneurial self-efficacy mediates the relationship between Entrepreneurship and Entrepreneurial Intention. From a theoretical and mechanistic perspective, undergraduates possess unique cognitive and psychological characteristics. Based on social cognitive theory⁵⁴, Entrepreneurship first influences entrepreneurial self-efficacy by reshaping individuals' beliefs about their capabilities and their frameworks for identifying opportunities, thereby stimulating Entrepreneurial Intention and ultimately leading to entrepreneurial behaviour^{55,56}. Zhang and Wang⁵⁷ conducted an empirical study with corporate employees as the research subjects. The results showed that Entrepreneurship (including dimensions such as initiative, risk-taking, and innovation) indirectly promotes entrepreneurial behaviour through entrepreneurial self-efficacy. The mediating strength of entrepreneurial self-efficacy is influenced by multiple contextual factors, such as institutional environment and individual digital capabilities, which can indirectly enhance Entrepreneurial Intention through entrepreneurial self-efficacy⁵⁸. In summary, entrepreneurial self-efficacy mediates the relationship between undergraduates' Entrepreneurship and Entrepreneurial Intention. These findings enrich our understanding of the underlying mechanisms and guide research in the field of undergraduate innovation and Entrepreneurship toward more refined and systematic directions.

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C. The Moderating Role of Perceived Social Support

This study also found that perceived social support moderates the relationship between Entrepreneurship and Entrepreneurial Intention. Specifically, perceived social support can enhance the positive influence of Entrepreneurship on Entrepreneurial Intention. This finding enriches our understanding of the complex relationship between Entrepreneurship and Entrepreneurial Intention and highlights the importance of external influencing factors. From the perspective of cognitive restructuring theory⁵⁹, perceived social support involves adaptive cognitive processing of internal and external stimuli. When individuals perceive external social support, they are more likely to assess the extent of social support in a constructive manner. Rather than passively accepting external support, they actively interpret these supports to adjust their cognition and behaviour. This cognitive restructuring process is believed to activate neural pathways associated with positive emotions and self-regulation, thereby potentially enhancing the positive impact of Entrepreneurship on Entrepreneurial Intention. By reflecting on their own thinking patterns and behavioural habits, they seek to uncover potential creative resources. Perceived social support regulates the strength of the effect of Entrepreneurship on Entrepreneurial Intention through three pathways: cognitive restructuring, stress buffering, and motivational transformation. This suggests that when addressing issues related to the decline in Entrepreneurial Intention caused by Entrepreneurship, we should not only focus on cultivating entrepreneurial self-efficacy but also emphasise developing individuals' ability to perceive social support, guiding them to adopt positive cognitive strategies to cope with stress and setbacks in the innovation and entrepreneurship process.

D. Limitations and Future Directions

Although this study on the relationship between Entrepreneurship, entrepreneurial self-efficacy, perceived social support, and Entrepreneurial Intention has made some progress, it also has certain limitations.

Although this study found significant correlations between variables, the cross-sectional design does not allow for conclusions about causality. Longitudinal studies are needed to explore temporal dynamics, such as whether entrepreneurial self-efficacy precedes Entrepreneurship or vice versa, and how perceived social support influences these trajectories. While questionnaire surveys are suitable for large-scale samples, they are subject to self-reporting bias—participants may misjudge their levels of Entrepreneurship, entrepreneurial self-efficacy, and perceived social support due to social desirability effects. Future research could combine behavioural experiments with physiological indicators (such as electroencephalography monitoring) to more precisely understand the neural mechanisms and their impact on Entrepreneurial Intentions, thereby reducing self-reporting errors. Although we endeavoured to expand sample diversity, the use of convenience sampling may limit the generalisability of the results. Subsequent research will broaden the sampling framework to address this limitation. This study examined the mediating and moderating roles of entrepreneurial self-efficacy and perceived social support; other variables should also be considered.

Future research could employ triangulation methods, integrating multi-source data to enhance research quality. This can be achieved by using data from different times, spaces, or subjects (e.g., interviews, observations, literature records) for validation. It is recommended to conduct longitudinal studies to track the dynamic changes of variables, clarify causal relationships, and validate causal connections through group intervention experiments. The synergistic application of multiple methods will deepen the exploration of the relationship between Entrepreneurship, entrepreneurial self-efficacy, and Entrepreneurial Intention, and strengthen the theoretical and practical foundations.

When applying research findings, it is essential to fully consider the uniqueness of Chinese culture. In a collectivist cultural context, individual Entrepreneurial Intentions often serve collective goals. Support from family and social networks plays a significant role in fostering Entrepreneurship, entrepreneurial self-efficacy, and Entrepreneurial Intentions. Therefore, when applying research results in fields such as innovation and Entrepreneurship education and psychological interventions, elements of collective collaboration and family support should be incorporated to enhance the adaptability and effectiveness of intervention measures. Cross-cultural comparative studies can be conducted to explore how cultural factors moderate the relationship between Entrepreneurship, entrepreneurial self-efficacy, and Entrepreneurial Intention by comparing China with Western individualistic cultures or other cultural regions, and to construct a universal theoretical model. Additionally, exploring effective intervention measures in different cultural contexts can contribute to the development of theory and practical application on a global scale.

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